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Institutional Feeding Managers Stewards-Chefs-Cooks

ATTENTION PLEASE!

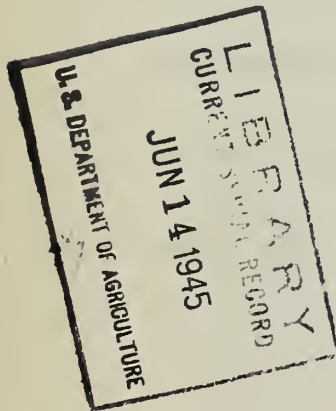
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METHODS OF STIMULATING COUNTER SALES

Many factors affect the attitude of customers toward the food offered and help to promote the sale. Among those that stimulate appetite and promote sales are:

1. Pleasant, alert, accommodating counter attendants.
2. Prompt, attentive service.
3. Clean, orderly counters.
4. Appetizing, attractive food.
5. Well-filled containers of food.
6. Convenient arrangement and grouping of foods on the counter.
7. Straight rows of dishes.
8. Well-placed menu boards and individual food-price signs.
9. Appropriate and timely suggestions about food given by attendants.
10. Careful dishing of foods making attractive individual portions.
11. Efficient service aiding to keep the line moving without making the customers feel hurried.



Clean counters, orderly attractive displays of food, prompt attention, and skilful service are possible when the counter is carefully arranged before the service period begins; is efficiently supplied during meal hours, and is thoroughly cleaned and put in order after the serving period is concluded. Only when each part of this work

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is done carefully and intelligently can service to the customer be efficient.

The counter attendant should give her entire attention to the customer in front of her and listen carefully to his food order so that he will not have to repeat it. To help anticipate the customer's order, she should learn to observe the kind of food on his tray and the direction of his glance toward the food displayed on the counter.

The attendant should indicate that she is ready to be of assistance in selecting the customer's meal, and to serve him immediately. It is discourteous to the customer to appear to be indifferent or reluctant to serve him.

Plates should be served quickly but with due regard for their neatness and attractive appearance, being sure sauces or other accompaniments are served with the appropriate foods.

It is necessary to keep the line moving by timely suggestions about food selection. The customer should not be made to feel he is being rushed.

Customer requests for foods not on the menu should be remembered and reported to the supervisor or manager.

The counter attendant should be informed of the menu and food prices to answer customers' questions.

And finally, an attendant should check the completeness of the guest's self-service to see that he has, for example:

Crackers with soup

Cream with coffee

Lemon or cream with tea

Dressing with salad

All the items of combination meals.
